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ECONOMIC EFFICIENCY OF ARTIFICIAL INTELLIGENCE AND DIGITALIZATION IN THE TOURISM SECTOR Khojikurbonova Gulasal Hayotjonovna Master's Student in Economics Navoi Innovation University hojiqurbonovag@gmail.com Abstract. This thesis analyzes the economic efficiency of artificial intelligence and digitalization in the tourism sector. In the modern economy, tourism is increasingly connected with digital platforms, online booking systems, electronic payments, artificial intelligence tools and data-based management. These technologies help tourism enterprises reduce costs, improve service quality, attract more customers and make faster business decisions. Artificial intelligence also supports demand forecasting, personalized marketing and customer service through chatbots and virtual assistants. The study shows that digitalization is not only a technological process, but also an important economic factor that increases competitiveness and profitability in tourism. For countries with high tourism potential, including Uzbekistan, the effective use of AI and digital technologies can become one of the main directions of sustainable tourism development. Keywords: artificial intelligence, digitalization, tourism, economic efficiency, smart tourism, innovation, competitiveness. INTRODUCTION Today, tourism is one of the fastest developing sectors of the world economy. It contributes to economic growth, employment, international cooperation and the development of small and medium-sized businesses. However, modern tourism is no longer based only on traditional services. It is becoming a digital and data-driven industry. Online booking platforms, mobile applications, electronic payment systems, artificial intelligence and big data analytics are changing the way tourism services are organized and delivered. MAIN PART Artificial intelligence plays an important role in increasing the economic efficiency of tourism. It allows tourism companies to analyze customer preferences, forecast demand and offer personalized services. For example, hotels can use AI tools to predict room demand and set optimal prices. Travel agencies can recommend routes and tour packages according to tourists' interests. Chatbots and virtual assistants can provide information to visitors at any time, reducing the need for additional staff and improving customer satisfaction. Digitalization also reduces operational costs. Through online booking, electronic tickets and digital payments, tourism businesses can serve more clients in less time. This makes business processes faster, more transparent and more convenient. In addition, digital platforms help small tourism enterprises enter the market and promote their services to both local and foreign tourists. The economic benefits of AI and digitalization in tourism can be seen in several directions: For Uzbekistan, this issue is especially important. The country has rich cultural heritage, historical cities, pilgrimage tourism opportunities and developing eco-tourism potential. Digital technologies can help promote destinations such as Samarkand, Bukhara, Khiva and Tashkent more effectively in the international tourism market. AI-based translation tools, mobile guides and smart tourist routes can also make travel more comfortable for foreign visitors. However, the successful implementation of artificial intelligence and digitalization requires several conditions. These include stable internet infrastructure, digital skills among tourism workers, cybersecurity, reliable data and affordable digital platforms for small businesses.

Without these factors, the economic effect of digital transformation may remain limited. In conclusion, artificial intelligence and digitalization are important tools for improving the economic efficiency of the tourism sector. They help reduce costs, improve service quality, increase customer satisfaction and strengthen competitiveness. For countries with growing tourism potential, including Uzbekistan, digital transformation can support sustainable tourism development and create new economic opportunities. Therefore, the tourism sector should actively introduce AI technologies, digital platforms and data-based management systems. References UN Tourism. Digital Transformation in Tourism. World Travel & Tourism Council. Travel & Tourism Economic Impact Reports. OECD. Artificial Intelligence and Tourism. World Bank. Digital Economy Development Reports. Statistics Agency under the President of the Republic of Uzbekistan. Tourism Statistics. Resolution of the President of the Republic of Uzbekistan on the Development of Artificial Intelligence Technologies until 2030.

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